



Retailers

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News Just For

22nd Annual Kentucky Crafted: The Market

Kentucky Crafted: The Market, held February 26-29 at the Kentucky Fair and Exposition Center, featured 300 exhibitors of craft, 2-D art, food, books and recorded music. Higher admission prices resulted in gate income slightly more than 2003 on public days, and total number of wholesale buyers attending the Market showed an increase of 3% over last year.

Based on initial reports from exhibitors, the audience attending was in a positive buying mode, and sales are projected to be comparable to 2003. Kentucky Craft Marketing Program (KCMP) has received an abundance of positive comments from exhibitors, buyers, and the public in regard to the overall quality of products, appearance of the show, and professionalism of the exhibitors. New exhibitors, who are very attractive to all buyers, seemed to have fared very well. There are good reports of reactions to the product development efforts, and exhibitors being approached to develop new or customized products. Wholesale trade attendance was slightly higher than last year, with 407 shops attending, despite bad weather in the east that restricted travel from that area.

Joining The Market for the first time were 57 new exhibitors, including three in the food section, 29 juried craft participants, 17 out-of-state guest exhibitors, two publishers, four visual artists, one Kentucky organization, and one Kentucky Wood Products Competitiveness Corporation exhibitor.

The gallery section, back for the second year, featured 48 exhibitors, and was comprised of crafts and visual arts that are one-of-a-kind and limited-production items ideal for museums, collectors, and commissions.

The Product Showcase area, "The Nature of Kentucky," featured products related to the garden. "This was the second year the Market area focused on the garden because of the continuing trend among consumers who purchase these items for their home," said Nancy Atcher, Product Development Coordinator.

The Kentucky Retail Federation sponsored a buyers breakfast and workshop featuring Linda Hurst, director of exhibits/graphics for Kentucky's nationally acclaimed Corman and Associates, Inc. Lexington, presenting information on visual merchandising to approximately 25 retailers. Linda Hurst also acted as the official 2004 Market booth judge.

The annual awards dinner, sponsored in part by National Processing Company, on Friday night, February 27, brought together approximately 300 people and featured a silent auction that helps pay booth fees for first time Market exhibitors. The 2004 top retailer recipients were: Bluestem Missouri Crafts, for Top Out-Of-State Retailer; The Kentucky Artisan Center at Berea, for Top Kentucky Retailer; Lake Barkley State Resort Park, for Top Kentucky State Park Retailer; and Liquor Barn, for Top Kentucky Proud Food Retailer.



Standing, L to R)

Frank Burkhauser, Spirit of the Artist Gallery, Philadelphia, PA; Sharon and Jay Winer, Artcraft Collection, Savage, MD; Richard Dabrowski, Shaker Workshops Catalog, Ashburnham, MA; Vallorie Henderson, CMP staff member ; Kelly Thomas, Southern Highland Craft Guild, Asheville, NC.; Marion Whitley, American Folk Art Museum, New York, NY;

(Seated L-R)

Sharon Yurkanin, Allentown Art Museum, Allentown, PA; and Susan Johnson, Mercer Museum Shops, Doylestown, PA; not pictured is Christopher Clark, Raymond Clark Contemporary Fine Craft, Charleston, SC.

2004 “Fly the Buyer” Guests

For the ninth consecutive year, the Kentucky Craft Marketing Program brought in retail shop owners and buyers from around the United States to Kentucky Crafted: The Market, 2004, through its “Fly the Buyer” program. Seven buyers received complimentary airfare and accommodations to attend The Market. Due to close proximity to the show, the eighth buyer received driving expenses. They represented galleries and shops with products ranging from two-dimensional art to fine crafts. The “Fly the Buyer” guests included: Sharon Yurkanin, Allentown Art Museum, Allentown, PA; Marion Whitley, American Folk Art Museum, New York, NY; Jay Winer, Artcraft Collection, Savage, MD; Susan Johnson, Mercer Museum Shops, Doylestown, PA; Christopher Clark, Raymond Clark Contemporary Fine Craft, Charleston, SC; Richard Dabrowski, Shaker Workshops Catalog, Ashburnham, MA; Frank Burkhauser, Spirit of the Artist Gallery, Philadelphia, PA; and Kelly Thomas, Southern Highland Craft Guild, Asheville, NC.

“Attending The Market was a terrific and very productive experience for me. The Fly-the Buyer Program made it possible for me to attend this year and is a great asset not only for buyers like myself but for Kentucky artists and craftsmen. I found 10 new artists that I will be introducing to my customers in the Charleston, South Carolina area. I will be returning to this market in the future,” said Christopher Clark, co-owner of Raymond Clark Contemporary Fine Craft, Niche Magazine’s Top 100 Retailers of American Craft, 2003.



Hand beaded necklace of East India, Chinese, Greek, and Czech beads with sterling silver. 16 -17 inches. Retails for \$68

CRAFTS IN FOCUS: ABBY GLEN DESIGN

Abby Glen Designs is the blending of talents of two families, dedicated to the age old tradition of jewelry design, incorporating some of the finest beads and semi precious stones available. They also feature a line of handwrought metal pins and earrings dipped in 22K gold or sterling silver. Jamie Taylor, Suzanne Bollinger, Sandy Moss, and Lissy Vogt have been working together in Louisville for 10 years to bring custom designed collections of fun and colorful jewelry to their clients.

Abby Glen Design is a member of the second installment of the Platinum 10 program in the Kentucky Craft Marketing Program. Participants work for approximately eight to ten months with KCMP staff and outside consultants to develop products specifically for today's wholesale market. Current trends in color and design are studied, along with a close evaluation of lean business practices for each of the Platinum 10 participants over the course of the program. The end result is new and exciting products that are market driven and market ready.

Abby Glen will put some of these practices to work when they participate in the KCMP's booth at the summer New York International Gift Fair, August 14 - 18. The KCMP's booth is #5304/5403 in the Handmade section of the Jacob Javits Convention Center.

Coffee/Tea Cup Earrings- Handwrought brass dipped in 22K gold. Also available dipped in sterling silver. Retails for \$44



TRENDS CORNER

The need for self-expression continues as a trend for home furnishings in 2005. While home as a retreat and safe harbor still resonates for many, there is also the realization that fantasy and fun are equally important. PANTONE View for Home and Fashion, a bi-annual trend forecasting tool that is the world-renowned authority on color, predicts the following popular palettes for 2005:

Realite' - An evocative palette of organic shadings, it expresses the need for those elements derived from nature that are both substantive and authentic. Textures and finishes often appear handwoven or delustered with subtle color undertones that add an imaginative touch to basic neutrals.

Refresh - Imagine clean, cool morning air, crystal clear blue skies and verdant meadows. Picture surfaces that are smooth, grass-like and stunningly reflective.

Radiance - In the language of color, radiance celebrates the glowing essence of the spectrum. This dazzling palette glows with exhilaration and excitement.

Relax - One of the most directional palettes, it implies pure pleasure as expressed in mellowed midtones. With more presence and broader appeal than lighter pastels, these colors suggest warm, inviting textural surfaces such as the peach of a Spanish villa or the cool grayed shade of a castle wall.

Replay - Replaying color combinations of the '50s and '60s, this lively palette sparkles with whimsy. Not for kids only, these crayola colors coax the child within us to have some fun with a playful mix of jelly bean green, begonia pink, and ribbon red.

Recurrents - Inspired by the black and white films of the '40s and '50s, this classic palette is reminiscent of sophisticated, urbanized film noir. Styles are curvilinear, somewhat deco, sleek, silvery and streamlined.

Refinements - This is tradition with a twist, an expression of refined elegance in more simplified styling. In keeping with the newer eclectic approach of mixing modern with antique, textures and finishes are lush with the look of luxury, yet not contrived or "fussy."

Respite - This is a palette that says "time out" in a quiet space. It's the soft touch of cozy quilts, well-worn patinas, or the view of a garden filled with scented roses. All hues are nurturing comfort colors in subtle tones.

Yes, We Really Do Listen To You

Here's what you told us on your buyer evaluations

54% of you said that the quality of Market exhibitors was excellent. 41% said the quality was good.

38% of you said the variety of products found at the Market were excellent. 46% said it was good.

46% of you said that you use word of mouth from Market exhibitors to source handcrafts.

56% of you said that you use local shows to source handcrafts.

77% of you did not attend the Awards Dinner on Friday night.

81% of you did not attend the Buyers Breakfast on Friday morning.

More buyers attended the show on Thursday evening this year than did last.

Buyers from 21 states attended the 2004 Market.

There were 405 total wholesale buyers attending the 2004 Market. 107 of those were from Louisville.

There was an estimated total of \$860,625.00 in wholesale orders placed at the Market.

There was an estimated total of \$741,555 in wholesale orders placed with exhibitors just prior to the Market.

The average responding buyer spent \$2,125 at Market and \$1,831 before Market.

The average responding buyer spent 5.25 hours shopping at the Market.

The average responding buyer would like to spend an additional 3 hours at the Market.

42% of you said that 100% of the orders you placed at the Market was either for new products or were with new exhibitors.

You said the Market Directory would be more useful if it had more information about the vendors and better product descriptions for later references.

78% of you said you would return next year.

30% of you were attending the Market for the first time.

Things that make you go hmmmmm.....

Where to Find Products:

Contemporary & Traditional Crafts - www.kycrafts.ky.gov, *click on Search for Artists or vallorie.henderson@ky.gov*

2 D Visual Arts - www.artscouncil.ky.gov, *look under Galleries on the site map*

Food - www.kyfresh.com, *click on AG Marketing*

Music - www.artscouncil@ky.gov, *select KY Performing Arts on Tour Directory under Publications & Directories*

Books - www.kybookfair.ky.gov or phone (502)564-8399, ext.297

Corporate Gifts - vallorie.henderson@ky.gov or 888-KY CRAFT, ext. 4811

Kentucky Collection Items or Product Development Ideas - nancy.atcher@ky.gov or 888-KY CRAFT, ext. 4816



MEET THE RETAILER:

Lake Barkley State Resort Park



Lake Barkley State Resort Park rests on the shores of one of the world's largest man-made lakes and provides for an array of both outdoor and indoor activity. The Park plays host to over a million visitors annually. It's hard to say how many of these visitors make their way into the approximately 200 sq. ft. park gift shop, but manager Lisa Stallons does her best to make each visitor feel welcome. She's been doing this since 1980. The gift shop was given a face-lift 5 years ago, and proudly features the products of over 50 Kentucky craftspeople, musicians, authors, and food producers. Because of her hard work and good business skills, Lisa was awarded the Top Kentucky Crafted State Park Gift Shop Retailer Award at the 2004 Market. Lake Barkley is also one of nine Kentucky Collection pilot stores. The restaurant and gift shop are a favorite Mecca of many of the local community people from both the Murray and Hopkinsville areas. A new Starbucks Coffee concession stand will soon be another draw for visitors to the lobby of this beautiful Kentucky park.

